

TOWNSEND and TOWNSEND and CREW LLP
Two Embarcadero Center
Eighth Floor
San Francisco, CA 94111
(415) 576-0200



In re application of
Serial No.
Filed
Group Art Unit
For

08, 1997
January 13, 1997
2514

METHOD OF BUILDING UP A DATA BANK CONTAINING CUSTOMER DATA AND/OR THE ORGANIZATION OF A REBATE OR COUPON SYSTEM

I hereby certify that this is being deposited with the United States Postal Service as first class mail in an envelope addressed to the Assistant Commissioner of Patents, Washington, D.C. 20231, on May 2, 1997.

THE ASSISTANT COMMISSIONER OF PATENTS
Washington, D.C. 20231

Sir:

Transmitted herewith is an amendment in the above-identified application.

- ☐ Enclosed is a petition to extend time to respond.
☒ Small entity status of this application under 37 CFR 1.9 and 1.27 has been established by a verified statement previously submitted.
☐ A verified statement to establish small entity status under 37 CFR 1.9 and 1.27 is enclosed.

If any extension of time is needed, then this response should be considered a petition therefor.

The filing fee has been calculated as shown below:

(Col. 1)		(Col. 2)		(Col. 3)	SMALL ENTITY		OR	OTHER THAN A SMALL ENTITY	
	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NO. PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	ADDIT. FEE		RATE	ADDIT. FEE
TOTAL	* 42	MINUS	** 38	= 4	x11=	\$ 44.00		x22=	\$
INDEP.	* 3	MINUS	*** 3	= 0	x40=	\$		x80=	\$
<input type="checkbox"/> FIRST PRESENTATION OF MULTIPLE DEP. CLAIM					+130=	\$		+260=	\$
					TOTAL	\$ 44.00	OR	TOTAL	\$

- * If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space.
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found from the equivalent box in Col. 1 of a prior amendment or the number of claims originally filed.

☐ No fee is due.

Please charge my Deposit Account No. 20-1430 as follows:

☒ Claims fee

\$ 44.00

☒ Any additional fees associated with this paper or during the pendency of this application

Three copies of this sheet are enclosed.

TOWNSEND and TOWNSEND and CREW LLP

J. Georg Seka
Reg. No. 24,491
Attorneys for Applicant



PATENT

Attorney Docket No. 88650

RECEIVED
MAY 23 1997

GROUP 2500

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of)
MARTIN FINSTERWALD)
Serial No. 08/783,372)
Filed: January 13, 1997)
For: METHOD OF BUILDING UP A)
DATA BANK CONTAINING)
CUSTOMER DATA AND/OR THE)
ORGANIZATION OF A REBATE)
OR COUPON SYSTEM)

Art Unit 2514

PRELIMINARY AMENDMENT

6/6/97
[Signature]

San Francisco, CA 94105
May 2, 1997

Assistant Commissioner of Patents
Washington, D.C. 20231

Sir:

Prior to the examination of this application, please
add the following new claims 39-42:

- Sub 7 D. 39 (new) A method for motivating a customer to
purchase a product or a service and for rewarding the customer
for repeat purchases thereof, the method comprising the steps of
- applying a unique code to evidence of the purchase of
the product or service;
 - giving a customer access to the evidence including the
code thereon after the customer has completed the
purchase;
 - establishing a central data processing and retention
station having an Internet connection;
 - causing the customer to contact the station via the
Internet and to transmit the code on the evidence and

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